

'Pathways' on course to enhance programs, faculty

By Bayard Stern
Managing Editor

The Pathways of Excellence initiative — an effort to accelerate Florida State University's climb to the top tier of public research and graduate education institutions — continues to gain momentum. Now 3 years old, it is steadily investing in research facilities, doctoral programs and

"cluster hiring" — recruiting faculty members in groups built around common research goals and academic themes.

"The strategy of cluster hiring to bridge disciplines, enhance research and increase graduate education is proving effective," according to Ross Ellington, FSU's associate vice president for Research.

"Nine clusters have been

approved and are in play right now," Ellington said. "I think by September, we will have about 25 or 26 faculty hired out of a total of 56 positions that have been authorized, so we're about halfway there."

Due to this year's legislative budget cuts, proposals for additional clusters have been put on hold, but existing clusters have been funded. Previously,

FSU used the cluster-hiring strategy to build upon a number of areas of existing strength — including materials research, extreme events in climate, structural biology and computational science — to immediately create a critical mass of expertise. One recent instance

Being asked to join the ranks of the prestigious Association of American Universities (AAU) is the implicit goal for FSU. However, according to Ellington, membership is not necessarily the ultimate benchmark that will judge the success of the initiative.



Ross Ellington

occurred in the fall of 2005 when the College of Arts and Sciences and the College of Medicine initiated a joint effort to hire five faculty members to form a neuroscience cluster.

At its inception, the goal of the Pathways initiative was to hire 200 additional tenured and tenure-track faculty members. That number remains the target, but the scheduling of the hires has been slowed by budget constraints.

"We're using the AAU membership indicators as guideposts," Ellington said. "The AAU considers many aspects of a university, from science and engineering research to awards in the arts and the humanities to the quality of undergraduate and graduate education."

Faculty members already hired through the Pathways initiative recognize the distinct advantages that interdisciplinary

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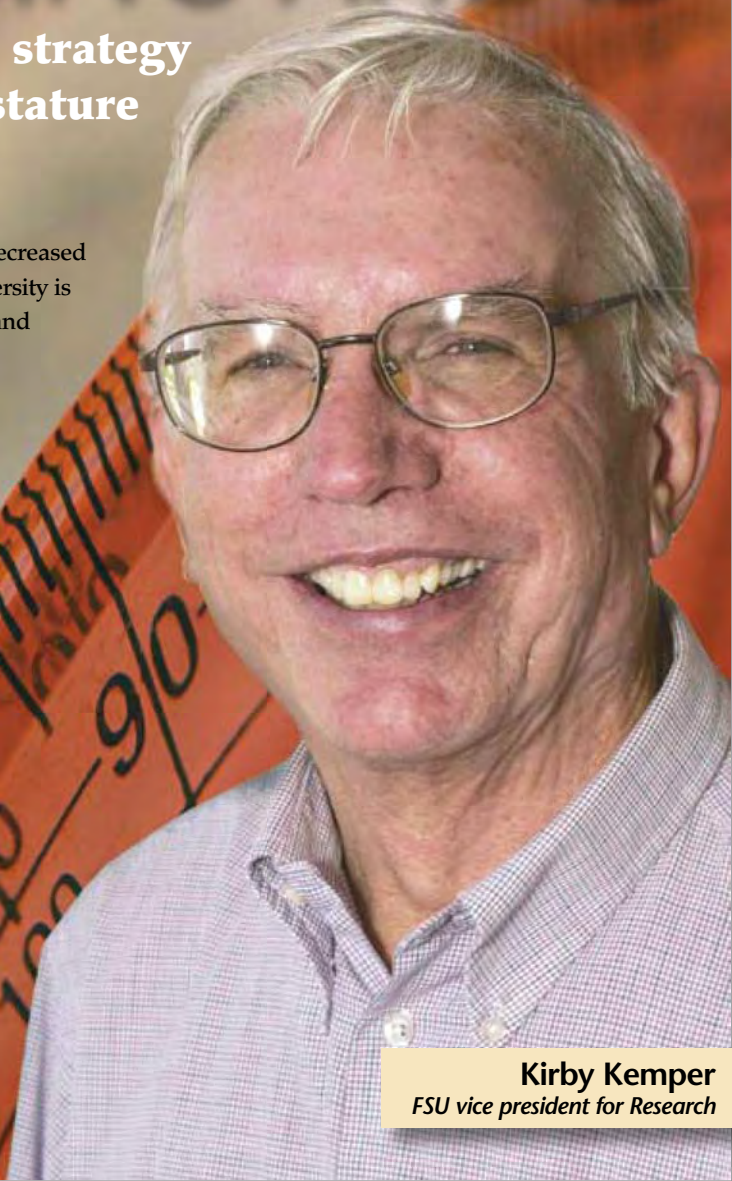
PRESSING AHEAD

FSU focuses on strategy to increase its stature

By Jeffery Seay
Editor in Chief

Despite the painful reality of decreased state funding, Florida State University is striving to increase its academic and research prowess.

As one of the state's flagship schools, FSU has found tremendous success in building upon its bedrock of liberal and fine arts, and has branched out to find prominence in the sciences. So now what? To continue building upon its strengths in the midst of the state of Florida's raging financial crisis,



Kirby Kemper
FSU vice president for Research

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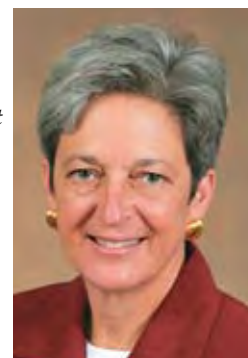
The rankings roundup

Graduate rankings, graduation rates and graduate programs shine

So far this year, Florida State University has achieved several notable national rankings and accolades from *U.S. News and World Report* and *BusinessWeek* magazine.

FSU's environmental law, speech-language pathology and five academic programs within the College of Education are among the best in the nation, according to the rankings in *U.S. News and World Report's* "2009 Edition

of America's Best Graduate Schools."



Nancy Marcus

"Florida State has earned a reputation for excellence as a graduate research institution that blends outstanding teaching with research that has important ramifications for people's lives," said Dean of Graduate Studies Nancy Marcus. "These latest rankings provide examples of the level of achievement reached by many

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Achieving for FSU

In a variety of disciplines, faculty members are elevating Florida State University to greater prominence.

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Going commercial

Researchers' innovations meet the marketplace

By Dave Fiore

Among the hundreds of research projects and creative works undertaken by faculty at Florida State University annually, there are a handful that possess the potential to enter the marketplace. Of those, only one or two also will possess the proper alignment of viability, fundability and marketability necessary to rise to the level of becoming a commercial product with the potential to ultimately become a whole new business.

At least that's the experience of John Fraser, executive director of the FSU Office of Intellectual Property Development and assistant vice president for Research and Economic Development. He and his staff are in the business of assisting faculty, staff members and students in moving their innovative research results and creative work into public use through either product licensing

or the creation of start-up companies.

"We are creating a local network of people — business people, patent lawyers, entrepreneurs and the investment community — to help," Fraser said. "As we see an opportunity, we can use our network to assist our researchers in moving their opportunities from the lab to the marketplace in a timely manner, trying to maximize the chances of commercial success. This process is about being open to and aware of the breadth of possibilities that could result from the unique results coming from the wide variety of FSU research activities."

How does the Office of Intellectual Property Development know when an interesting project is ripe for marketing?

"We are always talking with faculty, staff and students and, more importantly, they are talking to us," Fraser said. "This dialogue has taken a giant step forward with the state's decision that linking its state universities to start-up company formation is a priority. Our office has received a grant to help accelerate start-up creation from our campus. Our highest

priority this year is channeling resources and linking professionals on and off campus to identify opportunities where forming a new small business makes sense.

"We have started with a small number of projects and a similar number of business mentors from the network to help," Fraser said. "Together we define the opportunity, get an independent assessment, and create an initial business plan to ensure it still holds up to scrutiny. Attracting the entrepreneur to run the company is key. The entrepreneur will then set up the company and develop a product for the market based on the FSU innovation."

According to Gus Ray, director of Commercialization within the Office of Intellectual Property Development, the proactive approach is making a difference. The office aids faculty, staff members and students in arranging the next level of financing — beyond the scope of typical federal grant proposals. Creation of an abbreviated business plan may be the first step in moving outside the research facility. Ray believes that too often professors give away their discoveries in a consultant relationship. The Office of Intellectual Property Development is there to help faculty and staff members move beyond that stereotypical relationship into the area of collaborations and/or start-ups. Faculty members often are reluctant about the possibilities simply because of a lack of familiarity with the process.

Ray believes business is the opposite of grant writing.

"It is a mosaic of opportunity where anything is possible," Ray said. "The forest can have way too many trees. You need to know the right tree to go to. Home growing our start-ups is the first option. The jobs created have a local economic impact, and we want the offices here to

hire our students and keep the money close by."

Picking the right tree may include guidance toward a licensing deal or, as is increasingly the case, using the network for evaluation, funding and leadership for a start-up. The Office of Intellectual Property Development's outreach to other campuses,



John Fraser



Gus Ray

legal and business professionals, and licensing and marketing organizations allows them to advise faculty and staff in a timely manner and to help them navigate the murky, but lucrative, road to the market.

The Office of Intellectual Property Development believes that "home-grown" start-ups born at FSU and raised in Tallahassee are always the first option, according to Fraser. The university and the community enjoy a symbiotic

relationship that could grow to be mutually beneficial. The university's research base is healthy and eclectic, and Tallahassee's increasing pool of legal, financial and legislative expertise is developing a reputation throughout the state and the Southeast. The entire area itself is poised for growth and expansion.

"As Tallahassee grows in diversity and the breadth of expertise that is available, and wherever possible and with increasing regularity, we are strengthening relationships with the local business community and dipping into the local pool of expertise for peer review, initial evaluation of business potential, and assistance in navigating the legal framework of business development," Fraser said. "Further, I ask that FSU alumni who are interested in assisting us hands-on and who regularly visit Tallahassee to contact me. I look to alumni as another possible pool of experienced business people who could be linked with individual projects. We view

this as an exciting part of the process. This is an exciting way to be involved with FSU."



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FSU spin-off company to market disaster preparedness

By Barry Ray

FSU News and Public Affairs

In a post-Sept. 11, post-Hurricane Katrina world, being prepared for disasters both natural and manmade has gained new urgency. Now, a new company using technology developed by Florida State University researchers will make it easier for relevant government agencies, corporations and other organizations to prepare for such disasters and to react to them more quickly and efficiently.

The Tallahassee-based company, TEAM Simulations LLC, has been given an exclusive commercialization license by the FSU Research

Foundation to expand marketing of a first-of-its-kind, computer-based disaster exercise system known as TEST, which is short for "Tabletop Exercise System Technology." TEST, created and refined by researchers at FSU's Center for Disaster Risk Policy (www.cdrp.net), was designed to simplify the development, delivery and reporting processes that often make disaster-planning exercises unwieldy.

"One way to prepare for disasters is through training, and one of the best ways to train the members of a large organization is by participation in discussion-based or 'tabletop' exercises," said Janet D. Dilling, president of TEAM Simulations (www.teamsimulations.com).

SHORT TAKES

FSU research cited in U.S. Supreme Court decision

Research by Gary Kleck, a professor in Florida State University's College of Criminology and Criminal Justice, played a key role in the U.S. Supreme Court's affirmation of an individual's Second Amendment right to possess a firearm for private use. The high court's ruling came on June 26.



Gary Kleck

Kleck's research was cited multiple times and extensively discussed in Justice Stephen G. Breyer's dissent in the 5-4 District of Columbia v. Dick Anthony Heller ruling, which overturned a Washington, D.C., handgun ban. FSU criminology Professor Mark Gertz also was cited. While academic research is frequently cited in Supreme Court briefs, it is highly unusual for justices' opinions to include discussions of empirical studies.

With Kleck's research so prominently featured in one of the Supreme Court's defining decisions, hundreds of media outlets around the world mentioned the FSU faculty member, who also holds a courtesy appointment in the FSU College of Law.

Center of Excellence coming to FSU

The aerospace industry is a huge player in Florida, employing some 83,000 highly skilled workers and making an impact on the state economy estimated at \$100 billion. Now, Florida State University is stepping forward to help the industry remain competitive as it contends with an aging work force and the need for innovative technologies.

FSU has been selected as the lead university for the new Florida Center for Advanced Aero-Propulsion (FCAAP), a collaboration of the state's premier researchers in aerospace and aviation. Working with Embry-Riddle Aeronautical University, the University of Central Florida and the University of Florida, FSU will seek to bridge the gap between academia and industry and give university-produced innovations a push toward commercial viability.

Journal Science publishes paper by FSU music professor

Through the ages, the sound of music in myriad incarnations has captivated human beings and made them sing along — and as scholars have suspected for centuries, the mysterious force that shapes the melodies that catch the ear and lead the voice is none other than math.

It's geometry, to be more precise, and now, a trio of 21st-century music professors from Florida State University, Yale University and Princeton University have analyzed and categorized in brand-new ways the mathematics intrinsic to musical harmony. Their cutting-edge collaboration has produced a powerful tool they call "geometrical music theory," which translates the language of music theory into that of contemporary geometry.



Clifton Callender

The research was described in the April 18 issue of the journal *Science*, where the publication of work by music theorists and composers is rare if not unprecedented, said Clifton Callender, an assistant professor

of composition in FSU's College of Music. Callender co-wrote the paper "Generalized Voice-Leading Spaces" with Ian Quinn of Yale and Dmitri Tymoczko of Princeton.

Known genetic risk for Alzheimer's in whites also places blacks at risk

A commonly recognized gene that places one at risk for Alzheimer's disease does not discriminate between blacks and whites, according to new research led by Florida State University.

FSU Psychology Professor Natalie Sachs-Ericsson and graduate student Kathryn Sawyer have found that the gene APOE epsilon 4 allele is a risk factor for African-Americans as well as whites. Until now, it has been a mainstream belief that the gene is only a risk factor for whites.

"The results of our study have clear implications for research and treatment of Alzheimer's disease," Sachs-Ericsson said. "The APOE test might be used as one tool in identifying people who are at risk for Alzheimer's. We now know that African-Americans and Caucasians alike need to be considered for such risk assessments."

With \$2 million grant, FSU becomes one of world's top imaging centers

At Florida State University, the collective strength of biomedical research and the scientists who lead it has earned a \$2 million High-End Instrumentation (HEI) grant from the National Institutes of Health (NIH). The one-year award will help FSU buy a state-of-the-art robotic electron microscope to advance cutting-edge studies of HIV/AIDS, heart disease, hypertension and cancer.

"Installing this groundbreaking technology will place us among the very top imaging centers in the world," said FSU College of Arts and Sciences Dean Joseph Travis. FSU will get a fully automated cryo-electron microscope that provides rapid, 3-D imaging of frozen specimens around the clock via remote operation, then transmits them over the Internet. In addition to significantly speeding the collection of crucial data, researchers in biology and

chemistry at FSU and colleagues at other institutions will get unprecedented views of — and 24/7 access to — the intricate interactions of individual proteins and molecular machines within the living cells of complex biological structures.

FSU professor exploring 'lost' city of the Mycenaeans

Along an isolated, rocky stretch of Greek shoreline, a Florida State University researcher and his students are unlocking the secrets of a partially submerged, "lost" harbor town believed to have been built by the ancient Mycenaeans nearly 3,500 years ago.

"This is really a remarkable find," said Professor Daniel J. Pullen, chairman of FSU's Department of Classics. "It is rare indeed to locate an entire town built during the Late Bronze Age that shows this level of preservation."



Daniel J. Pullen

"All of the structures were laid out in a grid pattern, which suggests that the entire community was planned and then built all at once, rather than piecemeal," he said. "This would indicate that the settlement was built with some strategic purpose — perhaps as a military or naval outpost."

Fossils found in Tibet revise history of elevation, climate

About 15,000 feet up on Tibet's desolate Himalayan-Tibetan Plateau, an international research team led by Florida State University geologist Yang Wang was surprised to find thick layers of ancient lake sediment filled with plant, fish and animal fossils typical of far lower elevations and warmer, wetter climates.

That fossil evidence from the rock desert and cold, treeless steppes that now comprise Earth's highest land mass

suggests a literally groundbreaking possibility: Major tectonic changes on the Tibetan Plateau may have caused it to attain its towering present-day elevations — rendering it inhospitable to the plants and animals that once thrived there — as recently as 2 to 3 million years ago, not millions of years earlier than that, as geologists have generally believed.



FSU Photo Lab/Ryals Lee

Yang Wang

"Establishing an accurate history of tectonic and associated elevation changes in the region is important because uplift of the Tibetan Plateau has been suggested as a major driving mechanism of global climate change over the past 50 to 60 million years," said Yang, an associate professor in FSU's Department of Geological Sciences and a researcher at the National High Magnetic Field Laboratory.

Pathways of Excellence Distinguished Lecture Series

Neal Lane, the Malcolm Gillis University Professor at Rice University who also is a senior fellow at Rice's James A. Baker III Institute for Public Policy, will discuss "Why Science Matters (A Message for Our Future President)" as this year's Florida State University Pathways of Excellence Distinguished Lecturer. Lane's presentation will be on Oct. 6 at 4 p.m. in the FSU Alumni Center Ballroom. The lecture series is a forum on the quality of higher education.



Neal Lane

Serious about science

FSU builds mecca for interdisciplinary research

By Avery Hill

State-of-the-art. Cutting-edge. High-tech.

With the goal of expanding its scope and influence as one of the nation's top research universities, those are not just idle buzzwords around Florida State University. They are part of the blueprint for the university's research and instructional future, and today they have taken shape in FSU's new Science Quadrangle.

With more than \$700 million in construction related to the university's medical, psychology, chemistry and life sciences programs, FSU's Pathways of Excellence initiative boasts an unparalleled level of investment in interdisciplinary research infrastructure. Indeed, in a matter of a few short years, FSU has emerged as a leader in U.S. higher education in the construction of brand-new facilities to house hard sciences. And, despite severe economic challenges, "We are certainly on track with our five-year (construction) goals," according to FSU President T.K. Wetherell.

Located along West Stadium Drive and Call Street, the newly

completed Science Quad, a concentration of scientific teaching and research facilities, is home to the College of Medicine, the psychology building, the Life Sciences Teaching and Research Building and the Chemical Sciences Laboratory.

The medical research building, the College of Medicine's most recent addition, opened in March 2006, completing FSU's 300,000-square-foot medical-school complex. The newest medical building is adorned with three vibrant terrazzo outdoor murals depicting medical legends Hippocrates, the father of clinical medicine; Elizabeth Blackwell, the first female medical graduate in modern times; and John Gorrie, the yellow-fever-battling physician who invented the precursor to the contemporary air conditioner. A solo sycamore is planted in the school's front lawn, an herbal homage to Hippocrates, who according to legend, taught while seated under such a tree.

The Department of Psychology in June completed the construction of 12 neuroscience laboratories and research

support facilities, nine additional clinical and cognitive labs, and a psychology clinic — 56,000 square feet of space that will be used by the Florida Center for Reading Research. In August 2006, the department took occupancy of nearly 47,000 square feet of the new building, which features a 220-seat auditorium; 28 research labs for members of the clinical, social, cognitive and developmental research programs; "smart" classrooms; and administrative and student advising offices.

Completed this past spring, the new Life Sciences Teaching and Research Building is a state-of-the-art facility with more than 95,000 square feet of space for instruction, research and support services.

Rooftop research greenhouses and an open ground-floor courtyard for

students, faculty and staff top its design features. The \$55 million facility includes a 150-seat auditorium, biology teaching laboratories, and more than 30 research laboratories for FSU's Department of Biological Science.

Opened in May with dozens of chemistry faculty members on hand, the new five-story, 168,000-square-foot chemistry

building represents a bold new era for the university's science community.

The \$72 million building now houses some 250 researchers and is home to portions of the university's Department of Chemistry and Biochemistry. It will provide more than 90,000 square feet of space for instruction, research and support services.



Located on the former site of FSU's developmental research school (Florida High), the Science Quadrangle features the Life Sciences Teaching and Research Building (1), the College of Medicine building (2) and the psychology building (3). The Chemical Sciences laboratory lies just beyond Mike Long Track, visible at the top of the picture.

FSU is nation's best in bridging racial graduation gap

By Jill Elish

FSU News and Public Affairs

While many colleges and universities are struggling with a so-called graduation gap, Florida State University is receiving national attention for its record

high graduation rate of African-American students.

More than 72 percent of FSU's African-American students — who make up 12 percent of the student body — graduate within six years, thanks largely to the efforts of FSU's Center for Academic Retention

and Enhancement (CARE). Nationally, fewer than half of African-American students who enroll in college graduate within six years.

"We don't have a secret formula," said FSU Provost and Executive Vice President for Academic Affairs Lawrence G. Abele.

"What we have is a comprehensive program that is dedicated to student success. A program like ours involves a major commitment by the university, but the return on our investment is huge."

FSU's success was highlighted in a recent report released by Education Sector, a nonpartisan think tank based in Washington. "Graduation Rate Watch: Making Minority Student Success a Priority" singled out FSU, remarking that no other large public university has been able to match its success. "Many aren't even close," the report said.

The Education Sector report used federal data to identify universities with small or nonexistent gaps between the graduation rates of white students and black students, as well as those with large gaps.

Following the release of the report, news media, including *U.S. News and World Report*, the *Chronicle of Higher Education*, *Diverse Issues in Higher Education*

and the *Tampa Tribune*, followed up with stories about FSU's ability to buck the national trend with CARE. The center provides preparation, orientation and academic and personal support to students who are the first in their family to attend college or face other economic, cultural or educational circumstances. CARE begins reaching out to students in middle and high school and assists those who choose to attend Florida State until they graduate.

"Not all of our African-American students participate directly in CARE, nor are all CARE students African-American," said Dean of Undergraduate Studies Karen Laughlin. "But the efforts of this program also have a ripple effect throughout the campus, creating an atmosphere that is known to be supportive for first-generation and minority students."

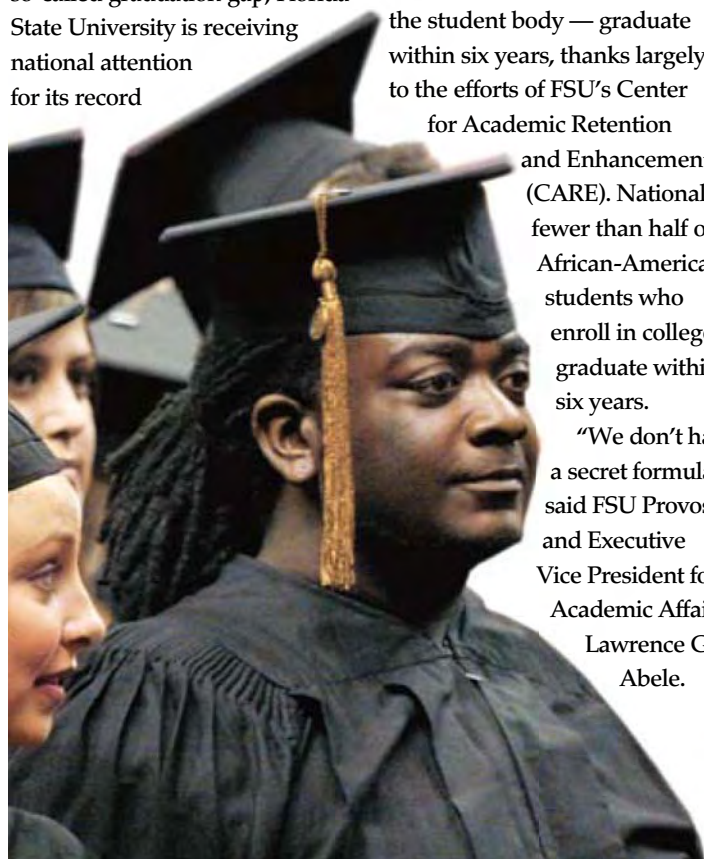
Those who participate in CARE have the benefit of strong peer mentoring; small sections

of select freshman-level courses in English, math, history, speech and literature; a study lab staffed with about 25 tutors focusing on English, math and the sciences; ongoing academic advising and personal counseling; and advocacy and referral services.

The CARE program is open to all students who meet certain criteria. About 65 percent of its participants are African-American.

"Students participating in CARE typically have socio-economic needs and challenges that must be addressed if they are to be successful," said Angela Richardson, director of CARE. "This is why it is important that institutions not just recruit this population of students but also maintain a viable support system that provides them with a comfort level in an unfamiliar environment."

In addition, FSU's African-American graduation rate now exceeds that of its white students: Sixty-nine percent of whites graduate within six years.



Research funding 1101: From proposal to pay-out

By **Dave Fiore**

Behind every life-saving discovery and mind-blowing revelation that results from a research project at Florida State University, there is an intricate web of administrative services

that makes it all possible. These grant reviewers, deadline checkers and dollar allocators may not grab the headlines, but without them, neither would the researchers. There are several entities

involved in the process, including the FSU Research Foundation, the FSU Council on Research and Creativity and the FSU Division of Sponsored Research, the latter of which is led by Assistant Vice President for Research Olivia Pope.

“Our job is to help the faculty,” Pope said. “We look at the proposal from a compliance standpoint to make sure it is within the rules and regulations of the institution. We don’t judge the science; the chairs and deans

do that. We just make sure they are following the sponsor’s guidelines.” Funding sponsors, which include the federal government, state agencies and research foundations, are very particular, according to Pope.

“Agencies are very picky, and if the researchers don’t follow the rules, the proposal is thrown out before it is even read,” she said. Once the awards are made, the Office of Sponsored Research works with the sponsor on terms

and logistical issues so the faculty member can concentrate on the research.

The Office of Research collects fees for indirect costs associated with every research grant the university receives. Last year, that amount totaled \$24 million and covered all the overhead and administrative costs associated with managing the awards. Everything that is left is used to support the research efforts of the university.

A portion of those remaining monies go to the Council on Research and Creativity, which administers several internal grant programs that support development of research and recognize creative endeavors among FSU faculty.

“Last year, we received about \$1.8 million,” said Council on Research and Creativity Program Coordinator Jan Townsend. “Most of that provides seed money to faculty to help them get their research project going to ultimately bring in external dollars.”

The Council on Research and Creativity also provides research planning grants and grant-writing workshops to help new faculty get in the swing. It has proven to be a good investment.

“For every dollar used in internal grants, we get back \$25 from external grants — all the result of the planning grants,” Townsend said. “If they are pursuing activities outside of teaching, we expect a return on that investment. The goal is always external funding.”

In 2007, the university received about \$200 million in research funding in support of between 700 and 800 faculty members.

Yes, the College of Medicine does research!

By **Doug Carlson**

FSU College of Medicine

Seven years after enrolling its first group of students, the Florida State University College of Medicine is — by almost any measure — faring exceedingly well in fulfilling the mission it was given upon creation by the Florida Legislature.

Success in the classroom, in the way students have performed in clinical rotations and in the leadership roles early graduates are taking in residency training all have drawn praise for the college’s unique educational model.

Inadvertently, the story of that success might be playing a role in obscuring another important area of remarkable growth during the College of Medicine’s early years.

Despite coming of age during one of the bleakest periods for research funding in the United States in the past several decades, the FSU College of Medicine has achieved an increase in funding for medical research every year

since its inception.

In fact, less than two years after the completion of the college’s research building, and with a group of 37 research faculty all hired since 2002, the College of Medicine has grown from an initial \$5.3 million in research awards during its first year to more than \$25 million in total active awards at present.

The grants — about half of which come from federal sources such as the National Institutes of Health — cover a broad spectrum of medical interests, from cancer and heart disease to medical humanities and autism. Research in the Department of Biomedical Sciences at the College of Medicine is in the process of being translated into discovery of therapeutic products that could aid patients suffering from heart disease, multiple sclerosis, cancer and liver fibrosis, to cite a few examples.

“We had an altruistic goal from the beginning — to develop the kind of doctors Florida needs

Yanchang Wang, a courtesy assistant professor of biological science in the College of Medicine, recently received a \$700,000 American Cancer Society grant.



Michael Blaber, professor in the Department of Biomedical Sciences at the College of Medicine, checks the purity of mutant proteins with help from doctoral student Jihun Lee. Mutant proteins being developed in Blaber’s lab may be the key to helping patients suffering from heart disease where angioplasty is not an option. Blaber has patents pending for the development of his work into therapeutic agents that could have wide applications in the treatment of both heart disease and multiple sclerosis.

and to enhance the quality of care in our state, said Myra Hurt, the college’s associate dean for Research and Graduate

Programs. “Our research ultimately will be a big part of that.”

Nursing: FSU helping to meet society’s urgent call

By **Jeffery Seay**

Editor in Chief

In today’s world, hospital patients who press their bedside nurse-call buttons are likely to experience a long wait.

Last year, the Florida Center for Nursing found that there were more than 5,000 vacant positions for licensed nurses in the state, and in a study conducted with the Florida Board of Nursing, found that more than 10,000 qualified applicants were turned away from state nursing programs because of financial barriers to program growth.

While the Florida State University College of Nursing cannot singlehandedly turn the tide of the state’s nursing shortage, it is doing all it can to produce the caring and capable nurses that society so desperately needs. The aging nursing population and

aging Baby Boomer generation will only exacerbate the nursing shortage, according to Lisa Plowfield, FSU’s dean of Nursing.

“We just can’t create nurses fast enough to give all of the care that is needed,” Plowfield said. “Nurses have done a lot of campaigning to get more people interested in nursing as a career. Today, there are so many other professions that seem more exciting and lucrative, so the attraction to nursing tends to be for those people who really have caring as a mission, and service to others as part of what they want their life to be about.”

The lack of nurses is only one part of the problem. The lack of nursing faculty also is critical.

“Nursing faculty need to be educated at another, higher level,” Plowfield said. “Nurses who enroll in our Nurse Educator

master’s degree program have typically been practicing professionals for years before they come back.”

Plowfield added that any time a practicing nurse decides to increase her level of education, society benefits from her increased critical-thinking capabilities.

“At FSU, we are making sure that we have a high-caliber, quality program that will get nurses out as rapidly, but as safely, as possible for patient care delivery,” she said.

Because of the increasing technological complexity of health care and the changing health care environment, the College of Nursing is restructuring its undergraduate curriculum.

“We’re constantly doing program evaluations and looking at how to not only streamline but teach what needs to be taught for the future of health care,” Plowfield said. “We build a lot of critical thinking and lifelong learning pieces into our curriculum because health care is going to continue to change.”

By the numbers: Over the 2007-2008 academic year, the FSU College of Nursing granted degrees to 208 students.

fall 2007	60	Bachelor of Science in Nursing degrees
	22	RN to BSN degrees
	10	Master of Science in Nursing degrees
	3	Post-master’s degrees in Nursing
spring 2008	82	Bachelor of Science in Nursing degrees
	18	RN to BSN degrees
	10	Master of Science in Nursing degrees
	3	Post-master’s degrees in Nursing

Program teaches business of craftsmanship

By Melanie Yeager

Robert Bischoff wants to dispel the myth of the starving artist.

"We're trying to explain to artists their skills are varied and needed, but you have to open your mind," said Bischoff, an artist specializing in glass work who directs Florida State University's Master Craftsman Program. "There are many ways for you to earn a living, but you have to relax the absolutes that you'll work under."

Equipping artists with marketable skills while producing memorial pieces for FSU's campus is the primary work of this Gaines Street studio operation. Students learn there is money to be made in creating commemorative benches, bronze statues and stained-glass windows.

The self-sustaining \$200,000 annual operation is an auxiliary of FSU and has created at least 400 pieces in its eight years of existence. The budget pays for project materials and paychecks for about nine employees.

The rigorous program uses the ages-old method of apprenticeship, which

educates students through actual experience. At the same time, students are taught how to market their talents and the accounting and finance tools needed to succeed.

Originally from Miami, Bischoff came to Tallahassee in 1968 to attend FSU. He earned a bachelor's degree in fine arts in 1972. He and wife JoAnn, a fellow artist, are longtime Quincy residents. Among their works are the stained-glass window mural in the Werkmeister Reading Room at Dodd Hall and the three-story, stained-glass depiction of legendary football Coach Bobby Bowden that tops the Coyle E. Moore Athletic Center.

The Master Craftsman Program works with several clients but primarily FSU. The artists at work use whichever is the best tool for the job. That may mean hand work for sculpting; but it also may mean using computer precision for lettering.

The program has found niche work with some of its services, including molding "so accurate it could cast a fingerprint," Bischoff said.

Cheryl Ward, an FSU

anthropology professor, worked with the Master Craftsman Program to reconstruct a smaller version of the hull of a nearly 4,000-year-old Egyptian ship. Dean Falk, also an FSU anthropologist, used the program's 3-D laser scanning skills to recreate a virtual internal image of an ancient skull.

Chris Ellis, who earned his bachelor's degree in studio arts at FSU in 2003, worked on both projects. Now he's working at Activision, a leading international online game publisher, using his 3-D skills in animation work. He credits Master Craftsman for giving him the necessary career skills.

"If nothing else, it really pushed the business side of things," Ellis said of his craftsman experience. "There are plenty of people teaching fine arts out there, but if you don't know how to stay organized and handle projects and deadlines, you'll end up the stereotypical starving artist. You've got real talent but no way to use it effectively."

Bischoff has grand plans for the studio to be a Tallahassee showcase — a tourist

attraction as well as an asset to the arts community.

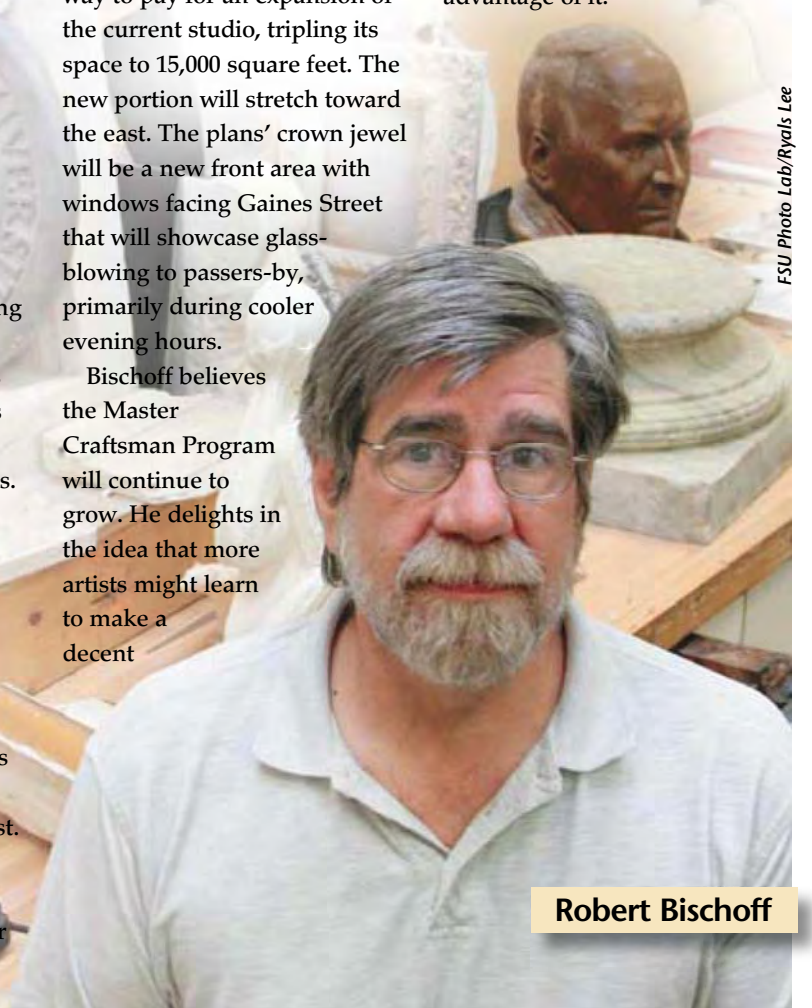
"We hope we can be a bridge between the university and the community," he said.

Fundraising plans are under way to pay for an expansion of the current studio, tripling its space to 15,000 square feet. The new portion will stretch toward the east. The plans' crown jewel will be a new front area with windows facing Gaines Street that will showcase glass-blowing to passers-by, primarily during cooler evening hours.

Bischoff believes the Master Craftsman Program will continue to grow. He delights in the idea that more artists might learn to make a decent

living using their talents.

"No movement has ever lived beyond the market that supports it. They're linked together," Bischoff said. "What I can do is prepare you to take advantage of it."



Robert Bischoff

FSU Photo Lab/Ryals Lee

A new welcome mat for the old President's House



Scott Atwell

President, Alumni Association

About a dozen years ago, as I was producing a documentary on the 50-year history of Florida State University, I came across a box brimming with black and white photographs of the President's House. They were action photos: Doak Campbell hosting a dinner for students, sorority sisters serenading Stan Marshall on the front steps, Bernie Sliger shooting pool. The welcome mat, it seemed, was always out.

Today, that "old" President's House is the Pearl Tyner Alumni Welcome Center — and this fall it will be no less a welcoming place. Each Friday on home football

weekends, our doors will be open and music will fill the courtyard, as we invite alumni and friends to join us for a 5:30-to-7:30 cocktail hour. These are casual, joyful get-togethers and, yes, if you were one of the sorority sisters singing to President Marshall, we will expect you to reprise the role.

On game day (and there are seven in '08), the Alumni Association and Seminole Boosters join forces again to bring you the Seminole Pre-Game Tailgate Party at Dick Howser Stadium. There will be food, drinks (even the adult variety) and, of course, the Marching Chiefs halftime preview. Doors open three hours prior to kickoff and the event lasts for two hours.

The welcome mat also takes to the road for away games in Jacksonville, Miami, Atlanta, Raleigh and College Park. Keep in mind, for our

alumni in these cities, it's a home game weekend, and our vibrant, local Seminole Clubs will each host pre-game

events in their respective cities. For details and updates, we invite you to frequently check our brand new Web site: www.alumni.fsu.edu.

Football is often the event that brings us together. Seminole spirit keeps us together. I look forward to sharing it this fall.



Home Game Fridays

FSU Alumni Center
1030 W. Tennessee St.
Open House
5:30-7:30 p.m.

Home Game Saturdays

Seminole Pre-Game Tailgate
Dick Howser Stadium
Three Hours Prior to Kickoff

Away Game Events

Pre-Game Tailgates
Check www.alumni.fsu.edu



This fall, FSU's Alumni Center will be as festive as its storied days as the old President's House

Achieving for FSU

The foundation of every university's academic reputation is the collective expertise and ingenuity of its faculty. At Florida State University, these industrious professors are among the many who, in addition to building individual careers of distinction, have elevated FSU to greater prominence.

Business

By Melanie Yeager

Joe sweetens his friendships by offering free dessert to those pals who visit him on his shift scooping at the local ice cream parlor. Mary gives her college-age friends the senior citizen discount at the movie box office. Stuart discounts clothing for his extended family by pretending to scan items at his register.

"Sweethearting" — theft that occurs by employees offering their friends or family freebies or special privileges — costs U.S. companies up to \$80 billion annually in lost revenue, said Mike Brady, the Carl DeSantis Professor of Business Administration at Florida State University's College of Business.

Much of Brady's research focuses on the customer-employee interface crucial for any profit building. In his latest project, he's studying what drives employees to engage in sweethearting practices and its customer consequences: Are they more loyal long-term to a place where friends work? Are they more satisfied with the product?

These types of questions affecting businesses' bottom lines demand research for real, comprehensive answers.

The faculty at FSU's College of Business constantly generates new knowledge that is showcased in top-tier journals worldwide.

"Our distinguished faculty members consistently set the standards for global research that lead to best business practices," said Caryn Beck-Dudley, dean of the College of Business.

Brady specializes in researching marketing in service industries, which drive the national and state economies. He works with premier marketing journals, serving as an editorial board member for the *Journal of Retailing* and the *Journal of Service Research*, and reviewing articles for the *Journal of Marketing*. Winner of the 2007 Academy of Marketing Science Outstanding Teaching Award, Brady directs FSU's doctoral marketing program.

"Marketing is the single most important thing a firm does," Brady said, and its function goes beyond advertising and selling. Marketing includes product development, pricing, distribution and promotions. "If we do our job correctly, the product sells itself."

The same level of rigorous research is being pursued

in other College of Business disciplines.

James Ang, the Bank of America Eminent Scholar in Finance, has earned international acclaim as one of the most productive researchers in the world, authoring more than 150 journal articles. A former president of Financial Management Association International, Ang has served as editor of the *Financial Management* journal. Ang was honored by the McKnight Foundation for his work supervising minority doctoral students.

Ang's research on corporate finance is diverse, ranging from topics such as corporate restructuring, including mergers and divestitures, to securities issues. He also studies executive compensation and the interdisciplinary application of social psychology on a firm's actions.

"It comes down to understanding how companies invest, how companies make money and how decision-makers, corporate CEOs, make financial decisions," Ang said.

Another College of Business

researcher, Kathleen McCullough, the State Farm Professor of Risk Management and Insurance, focuses her studies on insurance regulation, the reinsurance markets and how to minimize risk for businesses and ultimately consumers.

Her research has proven timely and useful to decision-makers wrestling with insurance issues after recent devastating hurricanes and other catastrophes. Her article "A Reexamination of the Corporate Demand for Reinsurance," co-authored with Cassandra Cole, a fellow faculty member, made publisher Wiley-Blackwell's top 10 list of downloaded articles for 2007 in the *Journal of Risk and Insurance*.

McCullough, who directs FSU's growing online master's program in risk management and insurance, is a member of the Editorial Review Board for the *Journal of Insurance Regulation* and reviews articles for other top journals, such as the *Journal of Risk and Insurance* and *Risk Management and Insurance Review*.



James Ang, Kathleen McCullough and Mike Brady

Law

By Christi N. Morgan and Sally Bowman
FSU College of Law

When news media outlets search for legal experts, they need look no further than the Florida State University College of Law.

Florida State Law professors Robin Kundis Craig, Jim Rossi and J.B. Ruhl have written or co-written 10 recent or

forthcoming books, some published by university presses, with far-reaching effects on environmental law. Their books and journal articles have contributed to making Florida State Law *U.S. News & World Report's* 10th best program in the country for environmental law.

Professor Wayne A. Logan leads the charge in making Florida State Law's criminal law

By Barry Ray

FSU News & Public Affairs

"For decades, FSU's chemistry program has been regarded as one of the best in the nation," said Joe Schlenoff, chairman of Florida State University's Department of Chemistry and Biochemistry. "In fact, the National Research Council ranks us in the top 50 among all chemistry programs at both public and private universities nationwide."

In the laboratory and in the classroom, few chemists in the world have excelled as spectacularly as Sir Harold Kroto, FSU's Francis Eppes Professor of Chemistry. A member of the FSU faculty since 2004, Kroto is perhaps best known as a co-recipient of the 1996 Nobel Prize for Chemistry for his role in discovering a carbon molecule with unique properties that he dubbed buckminsterfullerene. (It was named after the famed architect Richard Buckminster Fuller, who popularized the geodesic dome, a spherical structure that buckminsterfullerene

**Wayne Logan**

and criminal justice program among the strongest in the region.

"Florida State Law's faculty regularly ranks in the top 30 most downloaded law faculty on the Social Science Research Network," said Dean Don Weidner. "Because professors

**Jim Rossi**

Craig, Logan, Rossi and Ruhl, among others, are noted authorities in their respective fields, they are some of our most downloaded faculty members."

Craig, the Attorneys' Title Insurance Fund Professor, is nationally recognized for her work in all things water. *USA*

**J.B. Ruhl**

Today and other national media outlets frequently call on Craig to share her expertise on a variety of water topics.

In 2007, her membership on the National Research Council's (NRC) Committee on the Mississippi River and the Clean Water Act resulted in Craig briefing congressional staffers and the press about the

**Robin Kundis Craig**

findings of an NRC report on the Mississippi River.

Widely quoted by the media about topics ranging from sex offender laws to the death penalty, Logan is a prolific scholar. His recent article in the *Georgetown Law Journal* analyzes the use of victim impact evidence in mass killing trials and bears directly on the upcoming

Guantanamo Bay trials.

Logan, the Gary & Sally Pajcic Professor and Associate Dean for Academic Affairs, is an elected member of the American Law Institute and past chairman of the Criminal Justice Section of the Association of American Law Schools. He has published numerous books and articles on a variety of issues, including capital punishment, police search and seizure, and the interplay among state, federal and local criminal justice systems.

The Harry M. Wallborsky Professor and Associate Dean for Research, Rossi is recognized for his writings on regulatory processes, state administrative procedure and regulated industries. Since 2005, Rossi, who will serve as a visiting professor at Harvard Law School for the spring 2009 semester, has written three books, including the leading student casebook on energy law.

A former visiting professor at the Vanderbilt and University of Texas law schools, Rossi is one of many faculty members who have represented Florida State at top law schools.

An environmental law, land use and property expert, Ruhl is the Matthews & Hawkins Professor of Property. With research focusing on endangered species protection, ecosystem services policy, regulation of wetlands, ecosystem management and environmental impact analysis, Ruhl recently has written four books, two of which are casebooks.

Ruhl, who was a visiting professor at Harvard for the spring 2008 semester, is the ninth most-cited environmental law scholar in the nation. Additionally, he has written several articles that were peer-ranked as among the 10 best environmental law articles published in their respective years.

Chemistry

resembles.)

Buckminsterfullerene, or carbon 60, was found to be extraordinarily strong and light and to form superconducting compounds. Its discovery has opened up a new branch of science known as Fullerene Chemistry and has led to extensive research on the structure and properties of sheet materials at nanoscale dimensions.

"Not only has Harry been instrumental in establishing an entirely new branch of chemistry, he also has devoted himself to teaching young people about the importance of science," Schlenoff said. "Since coming to FSU, he has worked tirelessly on an initiative known as 'Global Educational Outreach' (www.geoset.info) that is creating interactive science programming and making it available to classrooms all over the world via the Internet. He also serves as director of FSU's Florida Center for Research in Science, Technology, Engineering and Mathematics, which is working to improve mathematics and science teaching and learning in Florida's schools.

"On top of all this, Harry continues to collaborate with some of the world's top scientists on a variety of

research projects, as well as lecture to students at FSU," Schlenoff said.

One of Kroto's recent collaborators is perhaps just as respected in his own field. Alan Marshall, the Robert O. Lawton Professor of Chemistry and Biochemistry at FSU, has revolutionized the process of chemical analysis through his co-invention of a technique known as Fourier transform ion cyclotron resonance mass spectrometry. Thanks to his development of this powerful analytical tool, scientists all over the world now are able to quickly identify thousands of individual chemical components in complex mixtures ranging from petroleum to biological samples.

"Through his work over the past 14 years as director of the Ion Cyclotron Resonance Program at the National High Magnetic Field Laboratory, Alan has virtually created a new branch of chemistry known as Petroleomics," Schlenoff said. "In fact, his research group are acknowledged as world experts

in the area of petroleum analysis — knowledge that is essential to oil companies and refiners as they work to locate, store and process crude oil much faster, cheaper and more accurately.

"This is just the type of high-impact achievement for which Nobel Prizes are handed out," Schlenoff added.

One of Marshall's earliest academic colleagues has emerged as an eminent scholar in his own right. Naresh Dalal, FSU's Dirac Professor of Chemistry and Biochemistry, has made notable contributions over more than three decades of pioneering research in magnetic resonance spectroscopy. Such research has novel applications to a wide range of problems, ranging from understanding the role that free radicals play in causing certain cancers to developing new technologies that will allow for quantum computing and high-temperature superconductivity. Dalal also has performed research collaboratively with some 15

FSU faculty members in various fields during his 13 years at the university — a number believed to be a record.

"Although technically his field is physical chemistry, Naresh's great curiosity has led him in a number of directions," Schlenoff said. "His students benefit from having a teacher so willing to look outside of one narrow discipline in pursuit of answers to scientific questions."

For his years of hard work, Dalal has won numerous accolades from his peers in recent years. Among them, he was selected to receive the 2007 Southern Chemist Award from the Memphis Section of the American Chemical Society, which represents the southeastern United States. Earlier that year, he was recognized as the top chemist in Florida by the Florida Section of the American Chemical Society, which bestowed upon him its annual Florida Award.

"Harry, Alan and Naresh are three prime examples of the types of world-class scholars we hope to produce over the next few decades using resources such as the new Chemical Sciences Laboratory," Schlenoff



from left to right: Naresh Dalal, Alan Marshall, Sir Harold Kroto

Will to win marked by careful preparation



Charlie Barnes

Executive Director,
Seminole Boosters

It's time to start talking about the Dynasty again. No, not the one that lasted fourteen years. Not the Dynasty of Top Four finishes and ten-eleven-twelve-win seasons. That Dynasty and Doak Campbell both rose to glory together. It's the next Dynasty that deserves our attention now. Some who follow these things closely share the feeling that by 2009 we will have climbed back out of this current unhappy stretch of inconsistent seasons.

Seminole Booster President and CEO Andy Miller always said his job is to take advantage of Seminoles' success. We were prepared to take advantage of Bobby Bowden's first Dynasty. And, as the Coach whose win-record Coach Bowden surpassed to become the all-time leader

said, the willingness to prepare is even more important than the will to win.

Our Dynasty of legend began with the 1987 season. More precisely, it began on January 1st, 1988 when we defeated Nebraska in the Fiesta Bowl to record our program's first "major" bowl win and cap an eleven-win season and a #2 national ranking.

Seminole Boosters and the Department of Athletics were prepared to take advantage of the last Dynasty. Now, we're investing money to prepare for success again.

The hiring of Jimbo Fisher and other hand-picked coaching lieutenants represents an extraordinary financial investment by Seminole Boosters. With Coach Bowden's approval a succession plan is now in place, and Jimbo Fisher has assembled an offensive staff of proven professional position coaches. A year ago the old weight training & strength program was completely replaced top to bottom; likewise the old recruiting program. The

results in each arena have been immediate and dramatic.

Atop priority for Coach Bowden and Coach Fisher is construction of an enclosed practice facility. Tallahassee is very nearly the lightning capital of the world; too many precious practice days are lost to the whims of weather, and our competitors are busy building protections of their own. Our Athletic Department has engaged consultants to price and site an appropriate building for the Seminoles.

New game day enhancements will fire the enthusiasm of Seminole fans. The big video screen on the main scoreboard has been quadrupled in size and Doak Campbell now features a video board in the south endzone. Five hundred feet of sparkling new ribbon boards ring the stadium's inside walls. And Director of Athletics Randy Spetman has hired a producer/director to orchestrate the entire game day experience including video and audio cues for the fans. "We're in show business," says Spetman. "Everything about Seminole football should

be like a Broadway production."

When the football team moved into Burt Reynolds Hall in 1987 it was a showcase, the envy of rivals across the south. Times have changed and the NCAA has changed the rules for athletic housing. Seminole Boosters is looking into enhanced housing for our student-athletes, always with an eye toward competitive recruiting.

Other innovations have been added as well with Seminole fans' convenience and budget in mind.

We have engaged online partner Gameday Travel to help you make all your room reservations, home and away, for all Seminole sporting events and graduations. Gameday will help you locate hotels with convenient locations, and identify hotels with discounted rates and favorable occupancy rules. You can easily access Gameday now via the Seminole Boosters Web site.

As a Booster you are able to access the new Digital Ticket Exchange through the Boosters Web site. You can go online, buy

and sell unused game tickets with other Seminoles for market rates. It prevents fans from other schools from buying our tickets and gives our fans the chance to deal direct with fellow Seminoles. There's no mailing fuss or will-call window hassle; the tickets are bar-coded so all transactions are instantaneous. All Seminole sports should be on line this fall.

This new magazine, *Unconquered*, is also a part of the preparation. The old tabloid-format *Report to Boosters* served Seminole fans well for a generation, but the Internet changed everything. *Unconquered* is a high quality magazine you'll be proud to display in your home. It chronicles a program inspired by fresh ambition.

The upcoming 2008 football season is more of a mystery than any in recent memory. It might be a pretty good year. On the other hand...well, it might not be pretty good year. But the overhaul that began late in 2006 is taking hold now. Give it one more season, and then expect the Seminoles to impress.

SPRINT to your local tag office today!

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Olympic Sprinter

Proceeds support Scholarships
for deserving FSU Students.

www.fsu.com

NEWS NOTES ALUMNI

compiled by Kathy Harvey and Evan Watts

Got News?

To submit items for Alumni News Notes, e-mail kharvey@fsu.edu. Please write "Alumni News Notes" in the subject heading of the e-mail.

1960s

William "Andy" Haggard (B.A. '64) has been named to the list of "super lawyers" in the 2008 *Florida Super Lawyers* magazine, published by Law & Politics.

Terry E. Lewis (B.S. '65, M.A. '66, J.D. '78) has been named as one of *Florida Trend* magazine's "Legal Elite" in the practice area of Environmental and Land Use Law. The select group of "Legal Elite" earned the prestigious title by votes cast by members of The Florida Bar.

1970s

Robert E. Holden (B.S. '72) has been selected for inclusion in the 2008 edition of *Chambers USA: America's Leading Lawyers for Business*. Each year, Chambers and Partners, an independent research-based company, identifies a select group of attorneys based on client and peer recommendations.

Terry Leas (B.S. '72, Ph.D. '89), the president of Riverland Community College, has been chosen as the Florida State University College of Education's 2008 Distinguished Alumnus in the Postsecondary Systems — Community College, Austin, Minn., Setting category.

Lettie Bien (B.S. '76), director of marketing and business development for the investment

management firm Investor Solutions Inc., has returned to Baghdad, Iraq, on an assignment for the U.S. Department of Defense.

M. Denis Osborne (B.A. '78) was honored with the 2008 John Balikes Professionalism Award during the annual ceremony held at the Juvenile Justice Center in Miami.

1980s

Thomas H. Kenna (B.S. '82) has been named president of the Panama Canal Railway Company. He has been the principal promoter of the advantages of the railway for seven years in his role as director of marketing.

Russell Schropp (J.D. '84) has been named by *Florida Super Lawyers* magazine in the list of top attorneys in Florida for 2008. Schropp is chair of Henderson Franklin's land use, zoning and environmental law division and primarily represents property owners and others before local, regional, state and federal agencies.

Mark D. Hildreth (B.A. '81) was recognized by *Florida Super Lawyers* magazine for 2008 for his practice in the area of bankruptcy and creditor/debtor rights and business litigation.

William F. Stephenson (B.S. '82) has been named global chief commercial officer of De Lage Landen Financial Services, a global provider of high-quality, asset-based financing products to manufacturers and distributors of capital goods.

David M. Caldevilla (J.D. '86) has been named to *Florida Trend* magazine's "Legal Elite," which names the top 1,170 attorneys who have earned the trust and endorsement of their peers.

Steven M. Berman (B.S. '87) has joined the Tampa office of Shumaker, Loop & Kendrick, LLP, as a partner in the bankruptcy and creditors' rights area.

Kenneth A. Knox (J.D. '89) spoke at the Fort Lauderdale Chamber of Commerce workshop "Business Insights — Tips From the Experts: HR, Accounting & Outsourcing."

1990s

David Irwin (B.S. '90), an attorney with an extensive background handling yacht contracts as high as \$35 million and providing legal services in all facets of maritime law, has joined the Fort Lauderdale law firm Kelley/Uustal to develop a new admiralty and maritime law department.

Guy E. Quattlebaum (B.A. '91) has been named one of *Florida Trend* magazine's "Legal Elite" in the Civil Trial category.

Michael Haggard (B.S. '92) has been named to the list of "super lawyers" in the 2008 *Florida Super*

Lawyers magazine, published by Law & Politics. He also was noted as a "Top 100 Lawyer," receiving the highest point totals in the nomination, research and blue-ribbon review process.

Fred E. Karlinsky (J.D. '92) has been appointed as an adjunct professor by the Florida State University College of Law. He will join Dino Falaschetti, Florida State Associate Professor of Law and Economics, in co-teaching a new course at Florida State Law that Karlinsky helped to create, "The Law and Economics of Insurance Regulation."

Karla Carney-Hall (M.S. '93) is now the vice president for student affairs at Hendrix College, Conway, Ark.

Carlos A. Kelly (B.A. '93) recently gave a lecture at the annual convention of The Florida Bar Association on issues surrounding eminent domain.

Eric Brosch (B.A. '94) was promoted to director of editorial and creative services for the Laureate Higher Education Group, part of Laureate Education, which serves more than 280,000 students at universities online and around the world.

Luis J. Perdomo (J.D. '95) was named a partner with the Coral Gables trial firm of Lane Reese Summers Ennis & Perdomo,

P.A. He was recently installed by Florida Supreme Court Raoul J. Cantero III, also a graduate of FSU, as a member of the board of Community Smiles, a community-based, fully accredited, nonprofit dental clinic whose professionals are dedicated to improving access to dental care for underserved children and families throughout South Florida.

Charles R. Fletcher (J.D. '96) has been invited to address the Florida delegation of the U.S. House of Representatives. He will speak on challenges to developing alternative water supplies in Florida and discuss lessons learned from some of Florida's more ambitious alternative water supply development projects.

Michael R. D'Onofrio (B.S. '97) has been named to *Florida Trend* magazine's "Up and Comers" list in its fifth "Legal Elite" edition.

Esrone McDaniels (B.S. '98, M.P.A. '00) has joined Meridian Community Services as director of administration and project development. McDaniels has spent the past 12 years in various positions with the state of Florida. In his most recent position, he was community development block grant administrator for the Florida Department of Community Affairs.

2000s

Kelly King (B.S. '00, M.S. '01) has successfully completed the examination for accreditation in public relations, entitling her to use the APR professional designation. The announcement was made by the Universal Accreditation Board, a consortium of nine professional communication organizations that directs this competence certification program.

Daniel B. Krassner (B.S. '01) has been selected by the Florida Chamber of Commerce as its first chief strategy and communications officer.

Amanda B. Stout (B.S. '05) was recognized as a Space Flight Awareness honoree for her work in support of NASA's space shuttle and the International Space Station programs at Marshall Space Flight Center in Huntsville, Ala. Stout, who serves as a propulsion system engineer, was recognized for her contribution to the space shuttle external tank liquid hydrogen feed-through connector failure investigation and redesign of the connector prior to the launch of the STS-122 space shuttle mission in February.

Robert W. Barthelemy (B.S. '08) has joined Finley Engineering Group as a bridge designer, a group recognized as a leading engineering and construction consulting firm specializing in bridge projects.



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FLORIDA STATE
UNIVERSITY



The COLLEGE of BUSINESS

FACULTY/STAFF OBITUARIES

**Carolyn Maples**

Krentzman, 88, a retired Florida State University events coordinator for the Oglesby Union and the Division of Student Affairs, died June 21.

Krentzman resided in Tallahassee for more than 60 years and was one of the charter staff members of the University Union when it opened in 1964. She served as events

coordinator for non-academic space for 22 years, assisting students, faculty and university friends in the planning of meetings, conferences and social events.

She and her three sisters, Sara Krentzman Srygley, Bonnie Krentzman Mannheimer, and Juanita Krentzman Snipes, all FSU alumnae, were honored by the university as grand marshals of the 1986 Homecoming Parade. In 1997, the university named the Oglesby Union student lounge after her.

Krentzman was a founding board member of the FSU Torchbearers and a 40-year member of the Pilot Club of Tallahassee. She was a member of the Trinity United Methodist Church, the P.E.O. Sisterhood, Florida State's Garnet and Gold Key Honorary and the Democratic Women's Club of

North Florida. She also served on the charter board of the Tallahassee YMCA.

Mary Jayne Medlin Martin-Vegue, 87, a retired physical education professor at Florida State University, died June 9.

Martin-Vegue began her teaching career at FSU in 1954 and taught until she retired in 1985. Her husband, George Boyd Martin-Vegue, taught in the FSU Department of History.

During her career, she was an advocate for FSU athletics, and worked to establish many women's athletic programs, including women's golf.

She was a member of the National Education Association, the American Association of University Professors, the Tallahassee Literary Club and the Women's Club of Tallahassee.



IN MEMORIAM

1920s

- Mildred E. Shepherd (L.I. '29)

1930s

- Alice Sims (B.S. '31)
- Winifred Sessions Wootton (B.A. '32)
- Hilda Scruggs Casey (B.S. '33)
- Opal Walker Middleton (B.S. '37)
- Marjorie Stump Thomson (B.S. '38)

1940s

- Judith Rigell Gaunt (B.S. '44)
- Betty L. Linthicum (B.S. '44)
- Ann Chillingworth Wright (B.S. '46)
- Dorothy Bennett Cox (B.S. '48, M.S. '62)
- Joyce Harris DeJoia (B.A. '49)

1950s

- Esther Ellerbe Gilmore (B.S.W. '50)
- Lawrence W. Patterson (B.A. '50)
- Kathryn McFarlin Fletcher ('52)
- William M. Gillespie (B.S. '52)
- Alton B. Parris (B.S. '52)
- John A. Zappia (B.S. '52)
- Sara Dekle Bone (M.S. '53)
- Edward F. Olechovsky (M.A. '53)
- Manuel Aparicio (M.S. '54)
- Hallie Helvenston Quinn ('54)
- Alvin A. Helms (B.S. '55)
- Clarence H. Wester (B.S. '56)
- Anthony J. Tangari (M.S.W. '58)
- Leo I. Tiernan (B.S. '58)
- William H. Johnson (B.S. '59)

1960

- Alfred O. Haller (B.S. '60)
- Chester W. Miller (B.S. '60)
- Kenneth M. Cohen (B.M. '62, M.M.E. '72)
- Benny C. Lister (B.S. '63)
- Beatrice Holdcraft Thomas (B.S. '64, M.S. '82)
- Regina Brown Starling (B.S. '65)
- Rodney D. Rudolph (B.S. '67)
- James M. Daniel Sr. (B.S. '69)

1970s

- Floyd L. Matthews (B.A. '71, J.D. '74)
- Barbara Elder Roady (M.A. '71)
- Cindi Blence-Ingram (B.S. '72)
- Hubert Scherer (B.S. '72)
- Herschel C. Conner (M.S. '73)
- Ella Colley Greer (M.S. '73)
- Doris Green Parramore (B.S.N. '74, M.S.N. '77)
- Kim Newton Walker (B.S.W. '74)
- James P. Sartoretto (B.S. '75)
- Charles I. Cabe (B.S. '76)
- Edith S. Sanderson (B.S. '77)
- Kathy Kling Hanson (B.S. '78)
- Karen Quarles-Lewis (M.S. '78)
- Gregory A. Roupp (M.A. '78)
- Dr. Jay L. Friedland (B.S. '79, M.S. '82)

1980s

- Frank E. Doolittle (B.S. '82)
- Phyllis Fleming Hampton (J.D. '84)
- Stephen R. Hirst (B.S. '85)
- Jacob I. Origa (S.P.E. '88)

1990s

- David L. Fitzgerald (B.S. '90)
- Scott A. Saye (B.S. '91)
- Donald S. Keaton (B.S.W. '94, M.S.W. '95)
- M. Linda Broughton (Ph.D. '96)
- Artie S. James (M.P.A. '97)

2000s

- Joseph V. Cenasoli (B.F.A. '01)
- Christina A. Tully (B.S.N. '02)
- Michael C. Hulen (B.S.N. '03)
- Bibek Tiwari ('08)

Faculty/ Staff

- Geraldine Rankin Bixler
- Peggy Lindsey Burton
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- Rene P. Manes

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FSU and TDC Create Affordable Football Weekends

By Frank Murphy

University Communications

**Football players bursting through the Seminole banner –
Running onto Bobby Bowden Field.
Osceola on Renegade charging down the sidelines –
Thrusting his burning spear into the turf.
The Doak Campbell crescendo erupting to a roar –
As the Marching Chiefs intone the War Chant.
In Tallahassee, college football is in the air
– And, somehow – we just have to be there.**

Seminole fans in such places as Jacksonville, Orlando, Tampa and Pensacola are thinking twice about traveling to the Tallahassee area for football weekends. Fuel prices and other costs are on their minds. But the Leon County Tourist Development Council (LCTDC) and Florida State University have gotten together to say, "Help is on the way."

Over the past seven months, Americans have cut back on driving by more than 40 billion miles. The U.S. Transportation Department says that is "a reaction caused at least partially by high gasoline prices."

According to a May 2008 Gallup Panel survey, 55 percent of those surveyed "changed travel plans in the previous three months because of gasoline costs."

Recent telemarketing polls by the Seminole Boosters and FSU Athletics Ticket Office verify that some would-be ticket-buyers are thinking like the rest of America.

"We believe that we can turn this around," said FSU President T.K. Wetherell. "We can combine our resources with the Tourist Development Council's to assist those thousands of families that want to come to Tallahassee for a football game or other event. At the same time, we'll be helping the local economy as visitors rent hotel and motel rooms, go to restaurants, buy gasoline and purchase other

products and services."

Recognizing the economic hard times families are facing, FSU and the LCTDC aim to help offset the costs visitors face in driving to Tallahassee. Toward that end, the Council unanimously recommended approval of FSU's request for a \$250,000 grant to supplement the project. At press time, the Leon County Board of County Commissioners was set for a September 2 final vote on the grant, which covers a 16-month period and two football seasons.

If approved, the grant would come from the LCTDC's reserve funds. "This certainly seems to be an appropriate expenditure. These are difficult economic times and that is what these funds are for," said Russell Daws, Chairman of the LCTDC Board.

The grant will be used to support an FSU partnership with the Tallahassee Area Convention and Visitors Bureau (TACVB) for the creation and promotion of family-friendly travel packages to attract more visitors to the Capital City, especially for football games and other FSU-related events.

According to a recent study by Dr. Julie Harrington, director of the FSU Center for Economic Forecasting and Analysis, "In 2007, almost 630,000 people visited Tallahassee for reasons related to FSU – from prospective students and their families to the world's most eminent scientists and artists."

Facing looming marketing deadlines, FSU and the TACVB are already offering affordable, family-friendly ticket packages for the September 6 game against Western Carolina and the September 13

matchup with UT Chattanooga.

Priced at \$19, the individual-ticket packages for the September 6 (6:00 p.m.) game and for the September 13 (3:45 p.m.) game include the following items (most of the free tickets and coupons are valid Sept. 5-7 and Sept. 12-14):

- Coke Zero end-zone seat ticket for the football game and free 20 oz. bottle of Coke Zero
- On game day, a free, round-trip Spirit Express bus pass from the free parking lot at the Tallahassee-Leon County Civic Center to the football stadium
- 20 percent apparel & gift discount at the FSU Bookstore and Seminole Sportshop
- Free appetizer in the Renegade Grill and Sports Bar at the Don Veller Seminole Golf Course & Club, and a 20 percent discount on apparel at the Pro Shop
- "Buy-one, get-one-free" tickets at the IMAX Theater and the Downtown Digital Dome Theatre & Planetarium
- A free ticket to the Tallahassee Museum and 10 percent off in the Trail Break Café and Museum Store
- One free child admission with every paying adult at the Mary Brogan Museum of Art and Science
- 10 percent discount on purchase of one item from the El Mercado Museum Shop at Mission San Luis
- 10 percent discount on select items in the Museum of Florida History gift shop
- "Buy one sampler plate and get one half price" at Shane's Rib Shack

The packages can be purchased online through the Seminoles.com Web site. The tickets are secured through the site by bar code and can be printed at home, along with the free Spirit Express bus pass for game day. Buyers may also purchase the ticket packages by calling the FSU Ticket Office at (850) 644-1830. There is a \$10 handling fee for each purchase transaction, but group purchases can be made in a single transaction. All other free tickets and discount coupons included in each package can be downloaded and printed from the TACVB's Web site at VisitTallahassee.com.

Several Tallahassee-area hotels and motels will be offering one-night minimum stays in connection with these ticket packages, but the offers are not exclusive to the packages. Several hotels are offering a "book two nights/ receive third night free" savings plan or 25 percent off if you stay a third night or complimentary breakfast for staying a Friday and Saturday night. For a complete listing of participating hotels, go to VisitTallahassee.com, which is linked to the Seminoles.com site for the convenience of those purchasing ticket packages. Buyers of the valued-added ticket packages are encouraged to make their hotel reservations prior to purchasing their tickets.

Family Friendly Football Weekend

\$19

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**Western Carolina – Sept. 6
Chattanooga – Sept. 13**

Priced at \$19, the individual ticket packages for the September 6th (6:00 p.m.) game and for the September 13th (3:45 p.m.) game include the following items (most of the free tickets and coupons are valid Sept. 5-7 and Sept. 12-14):

- Coke Zero end-zone seat ticket for the football game and free 20 oz. bottle of Coke Zero
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- 10 percent discount on select items in the Museum of Florida History gift shop
- 10 percent discount on purchase of one item from El Mercado Museum Shop at Mission San Luis
- "Buy one sampler plate and get one half price" at Shane's Rib Shack

**Buy now on-line through Seminoles.com or the
FSU Ticket Office at 644-1830;**

Review hotel/motel offerings

and get telephone numbers at VisitTallahassee.com

Tallahassee Hotelier Offers

(Get details and telephone numbers at VisitTallahassee.com)

Offering One Night Minimum

- Cabot Lodge North
- Courtyard by Marriott Capital
- Doubletree Hotel Tallahassee (Saturday evening only) *
- Hampton Inn & Suites I-10/Thomasville (for only 10 rooms) *
- Hampton Inn Tallahassee Central
- Holiday Inn Capitol East
- Homewood Suites by Hilton
- Ramada Conference Center (Saturday evening only)
- The Tallahassee Center

Offering Third Night Free

- Cabot Lodge North
- Howard Johnson Express Inn
- The Tallahassee Center

Stay Friday & Saturday Night and Receive Complimentary Breakfast

- Doubletree Hotel Tallahassee

Offering 25% off third night stay

- Hampton Inn Tallahassee Central
- Homewood Suites by Hilton

Book Two Nights, Receive a \$25 Gas Card

- Holiday Inn Capitol East

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Pressing Ahead ... continued from page 1

FSU must rely on strategic thinking.

Currently, FSU is concentrating on several areas of critical importance, including the strengthening of its "STEM" disciplines (science, technology, engineering and mathematics). It is proactive in helping its faculty members find research dollars and working to bring their successful research out of the laboratory and into the marketplace. It is improving its graduation rates and offering degrees that enable students to meet the most pressing needs in society.

One example of the institution's strategic thinking is President T.K. Wetherell's Pathways of Excellence initiative, launched in the fall of 2005 to enhance FSU's research and graduate-education capabilities.

"What drove the Pathways initiative — before there were budget cuts — was how we could make strategic hires and strategic investments to move the university forward with our own model," said Kirby Kemper, FSU's vice president for Research. "We're quite different from most of the top universities because we have such a strong tradition in the arts and humanities, where their traditional strengths are in the sciences and engineering. So we asked ourselves, 'How do we build upon our strengths?'"

Kemper pointed to recent investments made in the Creative Writing Program that have paid off by producing one of the top programs in the nation, as well as investments in the physical sciences.

"Years ago, the National Science Foundation started its Centers of Excellence program," Kemper said. "The idea behind it was to build strength on strength. In 1968, FSU got one of these program grants because we were perceived to be very good in physics, chemistry and psychobiology. So the Pathways initiative is a continuation of that kind of idea."

Continued growth and improvement boils down to regular self-evaluation, according to Kemper, to accurately assess where the institution is and where it needs to be.

Giving the faculty the tools to be productive in order to continue building research momentum is another top priority of the

administration, according to Robert B. Bradley, FSU vice president for Planning and Programs.

"We want to try to ensure that faculty members have what they need," Bradley said. "It's not just a matter of labs. We must continue to improve our libraries, which are the laboratories for the liberal arts and humanities faculty."

In the early 1970s when Florida experienced a similar budget downturn, FSU fired faculty members, rather than employ

creative measures to keep them, Bradley recalled.

"It took FSU until the mid- to late-1980s to get back to where it had been in terms of faculty, so in those 15 years, places like Texas and Virginia leapt ahead of us," he said. "This is very much on our minds. So I think we're trying as hard as we can to not let that happen again. You have to do what you can to keep the faculty, because when they start leaving, you have a problem."



Vice President Robert B. Bradley

Pathways ... continued from page 1

programs and cluster hiring bring to the university.

"I'm what's called an experimental economist," said David Cooper, who is part of the Experimental Social Sciences cluster. "I do my research basically in controlled laboratory settings, studying how human beings make decisions in various economic situations. There's a large cluster of people in the economics and political science departments, and also flung over into other places such as accounting, that do research that can all relate and complement each other. So what Pathways has done is take an existing group and greatly strengthened it by allowing us to hire additional people and funding additional research. I'm also involved with graduate student training and writing papers with them, which is an important part of the initiative."

Cooper credits the idea of being part of a cluster with his decision to leave Case Western Reserve University in Cleveland.

"I think working in clusters is a very good idea," he said. "From a researcher's point of view, positive synergy can be created by interactions with other people

who are doing similar work to yours."

Another new faculty member, Ongi Englander, was brought in with the Growth, Processing and Characterization of Advanced Materials cluster to work on nanotechnology research and production.

"I've been particularly focusing on researching how to integrate and utilize nanostructures in a useful manner and move them toward devices and applications," said Englander, an assistant professor in the Florida A&M University-Florida State University College of Engineering.

Englander said she decided to come to FSU because of the cluster arrangement.

"The cluster is bringing together engineering and physics, and we have quite a multidisciplinary effort that's extremely important," she said. "Purely working as a mechanical engineer, I couldn't achieve by myself what is possible with issues that arise with nanotechnology research. The community that the cluster fosters in this respect is very important to facilitate this kind of research."

In spite of the stress of perennial budget cuts, the faculty is pressing on, according to Eric Walker, vice chairman of the FSU Faculty Senate Steering Committee and a University Distinguished Teaching Professor of English.

"I think that the faculty is fully committed to maintaining a very high research profile," Walker said. "The main focus

over the past few years has been the Pathways initiative, and the Faculty Senate is glad that the administration is continuing to fund that in the midst of the budget crisis. Even though it is primarily concerned with the STEM disciplines, the Faculty Senate is pleased that it has not diminished the focus on the entire spectrum of research conducted at FSU."

Rankings ... continued from page 1

of our graduate programs and help explain the success of our graduate students as they pursue their careers."

The FSU College of Law's environmental law program was ranked 10th in the nation by *U.S. News*.

"These rankings reflect the breadth and depth of our expertise in areas ranging from water law to energy law to land-use planning," said Don Weidner, dean of the College of Law.

Within the College of Education, the graduate program in higher education administration was ranked 18th

in the nation; education policy was 19th; student counseling and personnel services was 19th; education administration and supervision was 19th; and educational psychology was 24th.

U.S. News also ranked the College of Communication's master's program in speech-language pathology 18th and the master's program in public affairs — housed in FSU's Reubin O'D. Askew School of Public Administration and Policy — 27th in the nation.

Each year, the magazine ranks a new subset of programs, and it also republishes the rankings of academic areas surveyed in previous years. These include the College of Information's No. 10 ranking and the College of Criminology and Criminal Justice's No. 11 ranking.

FSU's College of Business is traditionally strong, and its undergraduate program has taken the No. 29 spot among public institutions, moving up eight places on *BusinessWeek's* recently released rankings of "The Top Undergraduate Business Programs."

The college also secured the No. 13 spot among public business schools based on a 50-question student survey that covered everything from the quality of teaching to recreational facilities. Specific rankings of their satisfaction with the college's teaching quality, facilities, services and job placement are listed on *BusinessWeek's* rankings table.

In addition, the College of Business' Professional Golf Management Program was one of four elite niche programs featured in *BusinessWeek*. Universities are increasingly developing niche programs to meet specific demands in many different fields.

Current FSU Clusters:

Neuroscience — (lead unit: Interdisciplinary Program in Neuroscience)

History of Text Technologies — (lead department: English)

Integrating Genotype and Phenotype — (lead department: Biological Science)

Growth, Processing and Characterization of Advanced Materials — (lead departments: Industrial and Manufacturing Engineering and Mechanical Engineering)

Extreme Events in Climate — (lead departments: Meteorology and Oceanography)

Experimental Social Sciences — (lead departments: Economics and Political Science)

The Psychology and Neurobiology of Dysregulated Behavior — (lead department: Psychology)

Gulf Extreme Environment Observatory — (lead department: Oceanography)

Integrative Nanoscience Institute — (lead unit: Center for Materials Research and Technology)

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